

TEXAS HIGHER EDUCATION COORDINATING BOARD
Summary Notes/Minutes
Communications Field of Study Advisory Committee Meeting
1200 East Anderson Lane, Board Room
Austin, Texas
September 10, 2018, 1:00 PM – 5:00 PM
September 11, 2018, 8:30 AM – 12:00 PM

The webcasts of these meetings are available at the following links:

<https://www.youtube.com/watch?v=-AkpWtf7hI>

https://www.youtube.com/watch?v=IbPOL_H7h9w

September 10, 2018, 1:00 PM – 5:00 PM

1. Call to order and introductions

Allen Michie called the meeting to order at 1:00 PM.

The following committee members were present:

Stacy Aschenbeck, Texas A&M University
Douglas Carr, El Paso Community College
R. E. Davis, College of the Mainland
Erica Edwards, Richland College
Leslie Henderson, McLennan Community College
Britney Hibbeler, Blinn College
Tom Ingram, The University of Texas at Arlington
Maureen Keeley, Texas State University
Gordana Lazic, Texas Tech University
Timothy Molina, Northwest Vista Community College
Creshema Murray, University of Houston-Downtown
Stephanie Rodriguez, Texas A&M University-Corpus Christi
Linda Spetter, Cisco College

The following committee members were absent:

Nikkie Hodgson, The University of Texas Rio Grande Valley
Victoria Moultry, Central Texas College

Coordinating Board Staff present:

Allen Michie, Program Director

2. Consideration of appointing a recording secretary

Linda Spetter volunteered to serve as recording secretary and was elected by acclamation.

3. Consideration of election of Co-Chairs

R. E. Davis (College of the Mainland) was nominated to serve as Co-chair from two-year institutions and was elected by acclamation. Stacy Aschenbeck (Texas A&M University) was nominated from four-year institutions and was elected by acclamation.

Term limits of one, two, and three years were randomly assigned to members. Co-chairs received three-year terms.

4. Public testimony

No one was available from the public to offer testimony.

5. Break for consultation between Coordinating Board staff and Co-Chairs

The committee recessed for 15 minutes.

6. Overview of Field of Study rules and mission – Dr. Allen Michie

Michie provided an overview of the Fields of Study (FOS) statute, how it is part of a wider range of transfer success initiatives, and how it contributes to the Texas Higher Education Coordinating Board's 60x30TX strategic plan.

Michie stated the goals of the meeting:

- Review curricula from programs at representative two- and four-year institutions
- Review approved courses in the *Academic Course Guide Manual* (ACGM)
- Decide which lower division courses are necessary for success in upper division courses in a major
- Adjust course objectives and descriptions as necessary
- Balance student freedom with institution priorities
- Create a guaranteed pathway to the degree and minimize the number of excess hours that students take

Michie answered questions about FOS and the approval process.

7. Discussion and consideration of a Communications Field of Study curriculum

Davis suggested that the committee start with the assumption of 18 semester credit hours (SCH) and to consider the must-have courses first.

Lazic began with Introduction to Mass Communication (COMM 1307). The course has various names and numbers across institutions. Edwards said the course is important for Journalism students. Henderson said it is an important survey of the field and helps students decide their areas of study.

Davis said that COMM 1307 is more of an introductory class, and Introduction to Speech Communication (SPCH 1311) is more of a skills class. There was consensus that SPCH 1311 needs to be in the FOS.

Murray asked how many courses should be in the FOS. Aschenbeck replied that if it's more than

six courses, it would take away from what universities can offer at the upper division. Some of the courses can also count toward the core curriculum. Edwards said that Composition I and Composition II are already part of the core, so they do not need to be included in the FOS.

Discussion followed about the differences between COMM 1307 and SPCH 1311 and the ways the courses are taught at different schools. Ingram said that SPCH 1311 may count as the equivalent of Public Speaking (SPCH 1315) at some institutions. Aschenbeck said that by emphasizing public speaking in SPCH 1311, it makes it harder on universities that offer large sections with many students.

Edwards noted that there were four distinct sub-areas in the previous FOS: Radio & Television, Journalism, Public Relations & Advertising, and Communications. Davis and Michie clarified that the committee is only charged with Communications. Michie said that Radio & Television and Journalism will have their own separate FOS Advisory Committees. Molina and Carr welcomed the chance to simplify the existing FOS document, which they said was difficult to use.

Henderson, Edwards, and Murray discussed interviewing skills and whether they needed to be covered in FOS courses.

Aschenbeck asked if *Lower-Division Academic Course Guide Manual* (ACGM) course descriptions could be changed, and Michie responded that separate Learning Objectives committees are convened for this purpose. This committee can provide them with recommendations.

Committee members then took an informal poll on their preferred FOS courses. The courses that received more than one vote each were Public Speaking (SPCH 1315), Introduction to Speech Communication (SPCH 1311), Interpersonal Communication (SPCH 1318), Introduction to Mass Communication (COMM 1307), Discussion & Small Group Communication (SPCH 233), and Business & Professional Communication (SPCH 1321).

There was general consensus that SPCH 1315 belongs in the FOS, and either SPCH 1311 or COMM 1307.

Murray made a motion that Introduction to Mass Communications (COMM 1307) be included in the FOS. After discussion about how the committee is not yet sure about the number of classes in the FOS, Murray amended her motion to that COMM 1307 be considered in the final number of FOS courses. The motion passed.

Davis made a motion that the FOS include SPCH 1311, SPCH 1315, SPCH 1318, COMM 1327, and a choice of either SPCH 2333 or SPCH 1321. The motion carried with 7 in favor, 5 opposed, and 1 abstaining. Michie said that it would be better to have more committee unanimity on such an important motion, so the motion was withdrawn, and the committee proceeded to discuss individual courses.

Davis moved the discussion to SPCH 2333 and COMM 1307. Discussion followed about how some institutions do not require public speaking or small group communication. Aschen added that Interpersonal Communication (SPCH 1318) is essential for students alongside SPCH 2333. Spetter said that COMM 1307 belongs in Journalism, not Speech.

Aschenbeck made a motion that Introduction to Speech Communication (SPCH 1311) be included in the FOS. The motion carried.

Aschenbeck made a motion that Public Speaking (SPCH 1315) be included in the FOS. The motion carried.

Davis moved that Interpersonal Communication (SPCH 1318) be included in the FOS. The motion carried.

Davis moved that Discussion & Small Group Communication (SPCH 2333) be included in the FOS. The motion carried.

Davis moved that Business and Professional Communication (SPCH 1321) be included in the FOS. The motion carried, but the committee decided to table this discussion and reconsider.

Davis moved that Introduction to Mass Communication (COMM 1307) be included in the FOS. The motion failed.

8. Adjournment

A motion was made to adjourn and was passed by acclamation at 5:00.

September 11, 2018, 8:30 AM – 12:00 PM

1. Call to order

Aschenbeck and Davis called the meeting to order at 8:30 AM.

2. Discussion and consideration of a Communications Field of Study curriculum

Michie answered questions about how the FOS transfers and how courses can apply toward both the FOS and the core curriculum. Michie clarified that the FOS does not apply to minors, and there is no legislative requirement that the FOS be adopted as a statewide associate degree.

Aschenbeck reported the results of overnight research on the lower-division requirements at several universities. Texas A&M University requires 6 SCH, Texas State University requires 12 SCH, Texas Tech University requires 6 SCH, University of Houston requires 6 SCH, Texas A&M-Corpus Christi requires 12 SCH, Sam Houston State University requires 9 SCH, and The University of Texas at Arlington requires 12 SCH. Every institution studied requires Public Speaking. Aschenbeck said that making an FOS of 15 SCH would therefore be burdensome on institutions, and she recommended creating a smaller FOS.

Edwards countered that the FOS will curtail the number of courses students take and that institutions will offer, so the committee should not make the FOS too small. Michie said that the primary charge is consider the courses that best prepare students for success in upper-division coursework.

Discussion followed about ways to align the FOS with associate degree requirements.

Aschenbeck conducted an informal poll about how many courses members preferred to see in the FOS. Eight members voted for four courses, three voted for three courses, and two voted for five courses.

There was consensus that SPCH 1315 and SPCH 1311 be included in the FOS. Committee members then discussed whether SPCH 2333 and SPCH 1321 could be offered as options. After an informal poll, seven members voted to have a choice between the two courses, four members voted to have SPCH 2333, and one member voted to have SPCH 1321.

Aschenbeck made a motion to include a choice of either Business & Professional Communication (SPCH 1321) or Discussion & Small Group Communication (SPCH 2333) in the FOS.

In discussion, Hibbeler said that SPCH 2333 is difficult to offer online

The motion had a tie vote and did not pass.

Discussion returned to Introduction to Mass Communication (COMM 1307). Lazic and Aschenbeck said the course provides a good overview and makes students well-rounded. Keeley stated that Communications risks becoming a subset of Mass Communication and losing its identity. Edwards stated that removing the course will make jobs more difficult and hamstringing community college programs.

Ingram made a motion that the FOS be limited to 9 SCH. The motion carried 7 to 6. The committee opted to take a short recess and then reconsider the motion.

Henderson make a motion that Business & Professional Communication (SPCH 1321) be added to the FOS.

In discussion, Lazic stated that the SPCH 1321 and SPCH 1311 are similar. Aschenbeck replied that it depends on where the courses are taught. Davis said that SPCH 1321 fits well into the mission of community colleges.

The motion to add SPCH 1321 to the FOS carried.

Murray made a motion that the name of Introduction to Speech Communication (SPCH 1311) be changed to "Introduction to Communication Studies." The motion carried. Michie asked members to send him the text of justifications for the change that he can pass along to a future Learning Objectives committee.

Davis made a motion to make this the final proposed FOS:

- Introduction to Speech Communication (SPCH 1311)
- Public Speaking (SPCH 1315)
- Interpersonal Communication (SPCH 1318)
- Business and Professional Communication (SPCH 1321)

The motion passed.

Michie asked for clarification about which programs in what CIP codes would use the proposed FOS. The consensus was that the FOS would apply to programs in CIP codes 09.01 00 (Communication, General) and 09.0101 (Speech Communication and Rhetoric). The FOS would not apply to programs in CIP codes 09.0102 (Mass Communication/Media Studies) and 09.0199 (Communication and Media Studies).

Michie stated that he would consult with Coordinating Board administration about the possibility of having a separate FOS for Advertising/Public Relations.

3. Overview of the timeline for public comments and Field of Study approval

Michie stated that the proposed FOS would go out for a 30-day public comment period. Committee members would be given a copy of each comment for a response. If changes are made, the revised FOS would go out for a second 30-day comment period. The FOS curriculum would go before the Coordinating Board's Committee on Academic and Workforce Success committee and the full Board for final approval.

4. Consideration of authorization of Co-Chairs to approve minutes and final Field of Study documents

A motion was made to authorize the co-chairs to approve the final meeting minutes and carry other related business for the FOS approval process before the Board. The motion passed.

5. Adjournment

A motion was made to adjourn and was passed by acclamation at 12:00.

Final Proposed 2018 FOS Curriculum for Communications:

Course Title	Course Number	SCH
Introduction to Speech Communication	SPCH 1311	3
Public Speaking	SPCH 1315	3
Interpersonal Communication	SPCH 1318	3
Business & Professional Communication	SPCH 1321	3
TOTAL		12